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FOR IMMEDIATE RELEASE

INTEGRATED HEALTHCARE ASSOCIATION NAMES HELGA RIPPEN TO BOARD

WALNUT CREEK, CA – The Integrated Healthcare Association (IHA), a statewide leadership group active in health care policy and managed care issues, announces the appointment of Helga Rippen, MD, Ph.D., MPH, Director of Medical Informatics for Pfizer Health Solutions Inc (PHS) in Santa Monica, CA to its Board of Directors.

Pfizer Health Solutions offers a portfolio of competitively priced technology products and services designed to enhance the quality and efficiency of health care delivery. The clinical, technical, and project management staff of PHS work collaboratively with a customer base of more than 60 health care organizations. Established in 1995, PHS is a wholly owned subsidiary of Pfizer Inc, a research-based global pharmaceutical and health care company that discovers, develops, manufactures, and markets innovative medicines for humans and animals. Dr. Rippen oversees PHS' development staff conceptualize and deliver innovative tools and services to health plans and provider groups, designed to assist them in integrating clinical support and automation services to help improve both the quality and efficiency of patient care. In addition to her regular duties, she serves as chair of the Internet Healthcare Coalition and was a key player in the development of a new voluntary e-Health Code of Ethics for Internet health care web sites, launched on May 24 in Washington, DC.

Rippen received her MD degree with honors from the University of Florida, her Ph.D. in biomedical engineering from Duke University, and her Master's in Public Health from the

Johns Hopkins School of Hygiene and Public Health where she also completed her residency in preventive medicine.

IHA (www.ihq.org) is a statewide leadership group of health plans, physician groups, and health care systems, plus at large academic, purchaser, consumer, and pharmaceutical industry representatives, committed to policy development, public dialogue, and special projects associated with the continuing evolution of managed health care.